Update of Resource Conservation Challenge Clusters
February 2, 2004

! ***Green Buildings*** – Timonie Hood from Region 9 is the cluster chair. The Cluster's specific challenge is to baseline, promote, and measure results from **partnering with the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Green Building Rating System and promote 10 priority projects in 2004**. Our industry partnership will aggregate LEED environmental data (i.e., energy and indoor air quality indicators, total C&D diverted, total dollar amount of recycled content construction products purchased by LEED certified buildings, etc.) will be forwarded to the RCC for funding this Spring.

Bill Sanders (DAA OPPTS) established a cross-EPA workgroup with Alison Kinn (OPPT) and Ken Sandler (OSW) as co-chairs and participation from OSWER, OAR, OARM, OPPT, OPEI, OECA, OPEI, OW, Regions and Labs. This is a welcome compliment to our RCC work and the Cluster Chair and Cluster members are actively involved with this group.

Cluster Project Updates:

EPA's Green Buildings <http://www.epa.gov/greeningepa>
EPA is leading the way on green building by implementing cutting-edge design and operations and management techniques at EPA facilities.

< **Denver Regional Office Green Lease. The new design-build Denver Regional Office lease will be a two step design competition run by GSA.**
< **A LEED Silver certification and EnergyStar Building rating are minimum requirements.**

Contact: Bucky Green, Sustainable Facilities Practices Branch, green.bucky@epa.gov, (202)564-6371

Model Federal Green Construction Documents
<http://www.wbdg.org/design/greenspec.php>
Type of Project: Contract
OPPT's Environmentally Preferable Purchasing Program, in partnership with the Office of the Federal Environmental Executive and the Whole Building Design Guide, is developing of model green building construction document language to assist federal agencies in meeting their green goals and mandates (e.g., Comprehensive Procurement Guidelines, EnergyStar, Executive Order 13101 and 13123, U.S. Green Building Council LEED Rating System, EPA Waste Minimization Priority Chemicals, etc.).

< **An advance review for building industry organizations was held in fall 2003. A revised draft will be issued for public comment this spring.**

Contact: Alison Kinn Bennett, OPPTS, kinn.alison@epa.gov, (202)564-8859

Construction Sector Strategies Program
Type of Project: Sector Strategies Industry Partnership
In 2003, former Administrator Whitman announced the Sector Strategies partnership with the construction industry at the Associated General Contractors of America (AGC). AGC represents all segments of the construction industry, except homebuilders. The partnership promotes the use of environmental management systems by construction contractors, overcome barriers to improvement, and measure results.

- **AGC joined EPA's "Performance Track Network,"and AGC members LaFarge Building Materials and Skanska USA Building, Inc., also joined.**
- **EPA is helping AGC complete an EMS guide for the construction industry this year, which will help AGC members qualify for Performance Track.**
- **EPA provided EMS training for several AGC EMS Task Force members in December.**
- **EPA developed an electronic system that makes filing a storm water Notice of Intent easier, faster and more accurate.**
- **RCC initiative to develop best practices for C&D waste reduction and recovery, expand markets for recycled C&D debris, and obtain data to measure progress was introduced.**

Contact: Peter Truitt, truitt.peter@epa.gov, OPEI, (202)566-2970

Green Building on Brownfield Pilots <http://epa.gov/brownfields/sustain.htm>
Type of Project: Contract Support
Eight communities received approximately $15,000 in expert green building consulting services to support green building project development on brownfield sites. The project will demonstrate and promote green redevelopment opportunities on former brownfield sites.

- OBCR added specific "special consideration" language and "ranking criteria"related to green building to FY04 Brownfields Grants.

Program Contact: Alison Evans, OBCR, (202)566-2744

Public Transit: Sustainable Transit Development - Bay Area Rapid Transit
<http://www.epa.gov/oswer/IwgInnovationPilots.htm#transit>
Type of Project: Innovations Work Group Grant
Project with a major U.S. transit authority is researching and demonstrating specific green practices that transit authorities can implement to directly reduce waste, increase recycling, and use environmentally preferable building materials. A lighting control power reduction system piloted at parking garages has resulted in a 25% reduction in power use with a 1.8 year simple payback period.

- **BART revised its specifications to require this energy conservation technology, green building practices/materials, and construction and demolition debris diversion in their upcoming $1.7 billion extension.**
- **Published a technical paper, "Sustainability Policy & Facilities Standards For an Intelligent Built Environment, and presented at the International**

Conference on Smart and Sustainable Built Environment in Brisbane, Australia, Nov. 2003.

- **BART began developing an EMS with support from the Federal Transportation Administration.**

Contact: Timonie Hood, Region 9, hood.timonie@epa.gov, (415)972-3282

Local Government Smart Growth/Green Building Ordinance Implementation Projects
<http://www.epa.gov/smartgrowth/des_moines.htm>
<http://www.sfgov.org/sfenvironment/aboutus/greenbldg>
Type of Project: Grants
Activities are ongoing in Des Moines and the City and County of San Francisco to track and measure the environmental impacts and costs associated with implementation of local government smart growth/green building practices and an ordinance requiring cross-media U.S. Green Building Council LEED Silver certification <http://www.usgbc.org> for public buildings.

- Des Moines has selected a GIS Tool to develop a user-friendly mathematical model that will calculate the costs, cost savings, and other benefits of smart growth and green building strategies for industrial sites.
- EPA hosted a day-long green building training for 36 San Francisco staff from the Bureaus of Architecture and Engineering; Departments of Building Inspection, Redevelopment, Housing, and Community Development; MUNI Transit; and the San Francisco Airport.
- The Municipal Green Building Ordinance Cost/Benefit Database has been researched and developed and environmental measurement tools are being added.

Contacts: Christopher Forinash, forinash.christopher@epa.gov, (202)566-2842 and Timonie Hood, Region 9, hood.timonie@epa.gov, (415)972-3282

DOD Green Residential Community Initiative
Type of Project: Proposed MOU
The DOD is awarding multiple private sector Residential Military Family Housing development contracts for a 50 year duration. The Army's Ft. Leonard Wood will be targeted to develop model guidance for green building contract specification development, with plans to develop an EPA/DOD MOU to include green building guidance in DOD Residential Community Initiative contracts nationwide.
Contact: Chilton McLaughlin, Region 7, mclaughlin.chilton@epa.gov, (913)551-7666

PROPOSED RCC GREEN BUILDING PROJECTS (currently unfunded)

U.S. Green Building Council Leadership in Energy and Environmental Design (LEED) Partnership
Support aggregation of data from USGBC LEED certified projects to assess percentage of federal and overall projects achieving each credit, and quantify total federal and environmental results (i.e., total number of projects built on Brownfields, quantity of construction and demolition debris diverted, types and capacity of alternative energy systems deployed, etc.).

LEED is currently being used by a wide range of government and private sector projects and having this data will enable industry and EPA to assess opportunities for improvement. Contact: Timonie Hood, Region 9, hood.timonie@epa.gov, (415)972-3282

National Building Museum Sustainable Home Exhibit
The National Building Museum recently partnered with the General Services Administration and Department of Energy on a green skyscraper exhibit featuring green exhibition materials that was visited by 40,000 people and resulted in 30 million media images. The project will travel across the nation over the next several years. EPA could join this project and highlight EnergyStar, green building materials, green cleaners, and other program priorities. Contact: Cynthia Greene, Region 1, greene.cynthia@epa.gov, (617)918-1813

< ***Targeted Chemicals Cluster*** – Wayne Naylor from Region 3 is the cluster chair. The cluster has drafted objectives and a strategy for the cluster. The Targeted Chemical Cluster (TCC) set a goal to reduce by 50% the presence of waste minimization priority chemicals in hazardous waste by 2005. Using a baseline that was set in 1991, this goal was met and a new goal is currently being developed.

At this point, the implementation strategy for the TCC has been to work through the National Waste Minimization Partnership Program (NWMPP). The NWMPP is a major initiative of the Resource Conservation Challenge. The TCC has been instrumental in gaining commitments for many of the 17 facilities that have become partners in 2003. Each partner committed to reduce different types and amounts of chemicals (both priority and non-priority) and each has established its own time line for reaching its self-established goals. Together, the facilities that have joined the National Waste Minimization partnership have committed reduce the following amounts of priority chemicals:

Cadmium	200 lbs
Dioxin	114 lbs
Lead	158,000 lbs
Mercury	1664 lbs
PAHs	32,000 lbs

To bring in new members to the NWMPP, the TCC planned and carried out a meeting which brought in the top 20-25 companies that reported high volumes of priority chemicals in their waste streams, to discuss joining the NWMPP. Concurrent to the meeting with the chemical companies, the TCC held a national meeting/training session for Regions and States which are on the TCC workgroup. The meeting included NWMPP implementation training in the areas of data analysis, site visit program and techniques, state program grant programs and common sector waste minimization opportunities.

In addition to reducing priority chemicals in the waste stream, the TCC also intends to reduce the use of targeted chemicals at all stages in the life cycle of products including design,

purchasing, and in producing waste (municipal, industrial, and hazardous) materials and emissions. The team is still working on determining how to best incorporate waste minimization opportunities in the early stages of the manufacturing process. To this end they have begun discussions with the Design for the Environment Program within the Office of Pollution Prevention and Toxics (OPPT). These discussions are on going.

The team is also trying to determine what research is needed out of the Office of Research and Development (ORD) to best further the teams goals. The TCC team also plans to conduct formal discussions on the retail partnership initiative with a major retailer such as Walmart.

< ***Electronics Cluster*** – Viccy Salazar from Region 10 is the electronics cluster chair. The Cluster has drafted overall objectives for the cluster activities. They have also developed a multi-year plan and time line for the cluster projects. The cluster is working to determine what typ of research is needed by the Office of Research and Development (ORD) which will help the cluster achieve their goals.

The Electronics Cluster has projects in all areas of the life cycle:

Design Phase: For example, in the design phase, OPPT's DfE program is involved with industry in two partnerships: 1) looking at lead-free alternatives for solder used in electronic equipment; and 2) identifying opportunities for greening the manufacture of flat screen and CRT monitors (including reducing energy consumption during manufacture; reducing the use of chemicals that pose aquatic toxicity or that contribute to global warming and reducing or eliminating the use of mercury). In addition, OSW has partnering with the Green Blue Institute to issue a national design challenge to electronics designers to come up with greener electronic products. This so-called "eDesign Challenge" was launched in September 2003 and is intended to promote cradle-to-cradle design of sustainable electronics and end-of-life management systems. Awards will be announced in May 2004.

Purchasing Phase: In the purchasing phase, they have the Electronic Product Environmental Assessment Tool (EPEAT) (Region 10 lead) which will work to develop a national label or rating mechanism to ease identification and purchasing of more environmentally friendly electronics. The rating system will be designed for large institutional purchasers of electronics, including government, private industries and universities. The tool is being developed by an independent team of industry, government, and non-profit stakeholders and is expected ti be completed by the end of 2004.

Recycling Phase: The Plug-In To e-Cycling project has taken a two-pronged approach towards increasing the safe recycling of electronics. One route has identified partners committed to *advertise* information about the importance of recycling used electronics equipment and to provide increased *opportunities* for citizens to recycle these goods. A number of partners have joined forces with the EPA in this effort. These partners include manufacturers, retailers, and local governments in a number of states. In one years time, the

Plug In To eCycling partners have been responsible for safely recycling 26.4 million pounds of used electronic equipment. This equipment was collected through different collection events and programs throughout the United States. The following partners were recently recognized for their outstanding accomplishments in collecting and recycling used electronics equipment:

AT&T Wireless	Best Buy	Dell, Inc.
Envirocycle, Inc.	Intel	JVC
Lexmark	Nxtcycle	Panasonic
Recycle America Alliance	Sharp	Sony
Staples		

Still early in the development process, the second prong of Plug-In will, through partnerships with public and private entities, make available to Americans more opportunities to safely recycle their old electronics by piloting the shared responsibility of collecting, transporting, and recycling old consumer electronics among manufacturers, retailers, government agencies, recyclers, and non- governmental partners. The first of these pilots was launched at the Consumer Electronic Show in Las Vegas, January 10, 2004. Partners include Staples, the Product Stewardship Institute, Apple, Brother, Dell, Epson, Intel, Lexmark, Panasonic, Sharp, Sony, as well as recycler Envirocycle, Inc. Staples will take back the old electronics in 26 retail stores in New England, and will also collect such materials from customers when they deliver new products to them. Manufacturers will pay for the recycling of their products that Staples takes back. Envirocycle, Inc. will recycle the collected materials. The Electronic Cluster anticipates launching shared responsibility pilots in the Pacific Northwest and Minnesota in the upcoming months.

Also through Plug-In, EPA is testing the viability of draft criteria the Agency developed for sound recycling of electronics. Next fall/winter, Plug-In will host a "summit" of all the participants in the EPA pilots as well as a range of those active in testing approaches to electronics recycling via pilot and ongoing programs and state and local legislation, for example, to discuss what we have learned and scope next steps for electronics recycling.

Related to both purchasing and recycling of electronics equipment, EPA and the Office of Federal Environmental Executive (OFEE) have jointly launched the Federal Electronics Challenge. Through this program, federal agencies are challenged to buy more green products, use them more efficiently, and manage them at the end of their useful life. In addition, the Federal Electronics Stewardship Working Group led by OFEE, developed a multi-agency Memorandum of Understanding that creates a cohesive national strategy to increase the demand for "greener" electronic products, and to address end-of life management issues.

< ***Tires Cluster*** – Mike Giuranna of Region4 is the acting cluster chair. The RCC Tires Partnership consists of a diverse group of stakeholders including many states, industry groups, federal agencies, and academic institutions. The partnership addresses existing stockpiles of tires and the annually generated stream of tires. It has established five groups:

< Goals Group;

< Tire-Derived Fuel Group;
< Rubberized Asphalt Group;
< Civil Engineering Applications Group; and
< Ground Rubber Group.

The groups are developing recommendations which will be used as a framework for implementation options. The Goals Group has already set its goals. By 2008, it is committed to: (1) diverting 85% of newly-generated scrap tires to reuse, recycling or energy recovery; and (2) reducing the number of tires in existing stockpiles by 55%.

! ***C & D Debris Cluster*** – Ken Sandler of OSW is the cluster chair, and has established a team including representatives of the different Divisions of OSW and the Regions to help identify and find ways to overcome barriers to the safe recovery and management of C&D debris. The broad objective of the group is to advance the reduction, reuse and recycling of C&D debris, particularly through the removal of market barriers and development of infrastructure. No quantitative goals for C&D reduction can be established until adequate data are developed to establish baselines and track progress. The cluster is exploring potential ways to obtain better C&D debris data.

While some members of this team focus on issues of safe landfill management, others are focused on overcoming the barriers to reuse and recycling. The top priority barrier over which the EPA could have some potential influence has been identified as the need for clarification and guidance on regulations and best management practices for debris containing lead-based paint (LBP). The presence of LBP creates uncertainty in the marketplace over how potentially reusable or recyclable debris can be handled. The cluster is examining EPA's options, working with stakeholders, to reduce that uncertainty and thereby maximize the safe recovery of C&D debris that may contain LBP.

The LBP issue has also been identified as a top barrier to reuse and recycling by a major partner of OSW's on C&D debris recovery issues, the U.S. Army. EPA has already partnered with the Army to demonstrate deconstruction of obsolete Army buildings at Ft. Campbell, KY and elsewhere. We are in discussions with the Army on ways to increase deconstruction as a technique to be applied to a large percentage of their stock of over 30 million square feet of obsolete buildings.

Over 25 C&D debris projects in HQ and the Regions have been identified. Key issues, and projects addressing them, include:

< Fostering the development of a deconstruction industry: A Building Deconstruction Consortium has been created to pool research and expertise among different agencies and organizations towards a more professional approach to deconstruction;
< Breaking down the barriers to increase recycling of target materials: Region 5 has funded the development of several websites to bring together all available information on key markets, starting with asphalt shingles, and continuing with gypsum drywall.

< Getting large building-owning organizations to commit to increased C&D reuse and recycling: through the WasteWise Building Challenge, and technical assistance provided to some WasteWise partners, we are working with large companies and governments to demonstrate C&D recycling and incorporate it into their standard operating procedures.

Cluster members communicate regularly with external stakeholders on this issue, and have obtained initial input on industry interests. Among other activities, the cluster chair gave the keynote address at the Conference on Deconstruction and Material Reuse in May 2003 and met with C&D debris recyclers at the C&D World conference in January 2004. EPA Region 9 is spearheading the planning of the 2004 Deconstruction Conference. Developing a state/local/ tribal council on C&D debris issues is a possibility if staff resources permit.

! ***Paper Cluster*** – This cluster is actively seeking a new cluster chair. The Paper Cluster was a later addition to the list of clusters under the RCC Initiative. The most recent project proposed to this cluster is by the Green Press Initiative. They would like to partner with EPA and the book publishing sector to increase the recycle fiber content in book publishing. It is currently estimated that less then 5% of the volume of books printed each year contain recycled fiber.

! ***Industrial D Wastes*** – Mary Setnicar from Region 5 is the cluster chair. The cluster is focusing on coal combustion products and foundry sand in 2004 and is discussing approaches for selecting other byproducts. The cluster sponsored a Beneficial Use Summit in November 2003. The cluster is also discussing how best to direct the Office of Research and Development in research projects which pertain to industrial wastes.

The original cluster project list identified 22 projects that addressed beneficial use of industrial byproducts. Half of those projects focus on coal combustion products and foundry sand. The scope of the industrial waste cluster is broad including the source reduction, recycling, and beneficial use of both hazardous and non-hazardous wastes. The cluster has expressed interest in working with the targeted chemicals cluster to ensure coordination, especially when working with external stakeholders.

Coal Combustion Products: Coal Combustion Product Partnership (C2P2) is a voluntary program for increasing the use of coal combustion products (CCPs) in highways and building construction. During the past year, over 100 companies have signed up for the C2P2 challenge partnership. Industry has set 2 goals for increasing the use of these coal products:

< To increase the environmentally safe use of coal combustion products in concrete from 14 million metric tons in 2001 to 20 million metric tons in 2010 - a 43% increase.
< To increase the environmentally safe beneficial use of coal combustion products to 45 percent by 2008 - about a 30% increase.

A “Green Book” on the use of CCP in highway construction is ready for agency and peer review. A final version is expected in 2004. Region 2 has initiated an effort to promote C2P2 to potential partners and provide support to current regional partners.

Foundry Sand: Cluster representatives with the Sector Strategies Program continue to lead the RCC's efforts to work with the foundry industry. Region 5 is working with the Agricultural Research Service to facilitate state regulator review of the ARS's sampling and analysis protocol for their study of foundry sands used as soil amendments.

Cement Kiln Dust (CKD): Industry would like to develop a partnership with EPA similar to the C2P2 program. APCA met with OSW to discuss the regulatory background of CKD prior to developing their ideas for a partnership under the RCC.

! ***Schools Cluster*** – Maryann Suero from Region 5 is the cluster chair. One of the objectives of the Schools Cluster is to reduce the amount of mercury and mercury containing equipment being sold to schools (both at the K-12 and college / university levels). The Cluster plans to work with school laboratory vendors to encourage them to sell mercury alternatives and to provide outreach to schools on the hazards of mercury. In addition, the Cluster would like to address the issue of hazardous chemicals management in schools (here, primarily K-12 level) without adding undue resource burden to the already burdened school systems, perhaps by encouraging school laboratory chemical and supply vendors to issue credits for hazardous chemical disposal. This would help to reduce the stockpiles of inappropriate, outdated, unnecessary chemicals in school laboratories, which often are stored alphabetically, and easily accessible to students. Other approaches we plan to pursue with school laboratory supply vendors are "green chemistry" (P2 approach) and microscale laboratory (waste minimization) approaches. The Cluster has heard anecdotally from science teachers that while they're interested in microscale approaches, they're unable to purchase some of the chemicals in the small quantities that they need.

In order to improve credibility with both schools and school laboratory vendors, the Schools Cluster is working to develop partnerships with organizations that represent various groups within schools, all of whose buy-in is needed for the Cluster's work to be successful. These groups include science teachers, school administrators, school business officials and school risk managers. During the last few months, the Schools Cluster has identified and brought representatives of the National Science Teachers' Association and the National Science Education Leadership Association into the Cluster. The Cluster is also engaged in conversation with the Association of School Business Officials and the American Chemical Society, Division of Chemical Education to join the Cluster as external stakeholders. In addition, State and other agency representation has increased; the Cluster now has representatives from Florida, Minnesota, Ohio and King County, Washington, all of whom have successful school hazardous chemical management programs in place. There are no RCC-specific School Cluster projects underway, but there is an effort to incorporate RCC principles into school EMS pilots that are on-going in Region 1 and Region 5.

! ***Hospitals Cluster*** – Kelly Doordan from Region 9 is the cluster chair. The Hospital Cluster is currently developing tools and supporting the goals for waste reduction and virtual mercury

elimination that were outlined in a 1998 Memorandum of Understanding (MOU) between the EPA and the American Hospital Association. This MOU identified specific priority goals for virtual elimination of mercury-containing waste from hospitals by 2005, and for overall waste volume reductions of thirty-three percent and fifty percent by 2005 and 2010, respectively. Last year, the Cluster identified over thirty headquarters and regional projects to assist healthcare facilities with meeting the voluntary goals of the MOU and to encourage the use of tools such as Environmental Management Systems (EMS) and voluntary self-audit programs. The RCC hospital partnership is exploring ways to incorporate waste reduction goals into the Joint Commission on Accreditation of Healthcare Organization (JCAHO) standards. Multiple healthcare and regulatory organizations are working with JCAHO to improve environmental performance of healthcare facilities. Through collaboration with hospitals and JCAHO, the RCC pilot expects to achieve continuous environmental improvement, waste minimization, and elimination of mercury - one of the priority chemicals.

Project	Contact Name, Region
Alameda County/SF Bay P2	Eileen Sheehan, Region 9
California Dept. of Health Svcs.	Eileen Sheehan
California DTSC	Eileen Sheehan
Greening Hospitals in Calif.	Eileen Sheehan
Conservation/Waste Mgt. in Hospitals	Kathleen Malone and Linda Longo, Region 2
Demonstrating P2 using H2E	Donna Twickler, Region 5
EMS in Hospitals	Linda Longo, Region 2

! ***Organics Cluster*** - Davy Simonson of Region 4 is the cluster chair. One of the newest RCC cluster it held its first conference call on November 26, 2003. At present the cluster consists wholly of EPA staff, about a dozen members that represent the ten Regions and OSW.

So broad and diverse is the spectrum of organic materials, that in large part a focus is already being indirectly placed upon organic materials by way of six of the initial nine RCC challenge areas or "clusters". This includes paper, construction and demolition debris (wood, etc.), green buildings (landscaping, green roofs, etc.), industrial wastes (pulp and paper industry, food processing industry, etc.), and schools and hospitals (cafeteria wastes, cardboard, paper). Moreover, the term "organic materials" also incorporates agricultural wastes (manures, vegetative debris), biosolids, yard trimmings, land clearing debris, food wastes, cardboard and other materials that can be successfully diverted from land disposal and subsequently managed in a more practical and sensible manner than they currently are.

The Organics Cluster will examine the potential for development and future implementation of a comprehensive strategy that addresses various types of organic materials and the different ways and means that reused/recycled organics can be utilized. It will also focus upon how best to enhance organics markets that currently exist, accelerate the development of newly-created markets and identify potential future markets for organic materials. This effort will lead to the generation of jobs and business opportunities for many. A key focus area will be to maintain and further enhance open and constructive communications with regional and national composting organizations. We will seek the input of these organizations to determine what

needs to be done to increase the amounts and rates of organic wastes being composted. The Cluster will also examine, on a nationwide basis, the effectiveness of yard waste bans in increasing the composting rate in the U.S., similar to what has been done in some areas of the country by regional recycling coalitions.

The Organics Cluster will also strive to clearly establish a realization of the obvious potential that organic materials have in cross-media, cross-program applications. This includes the benefits that organic materials can provide in traditional water-related programs and issues (e.g., NPDES Phase II pollutants, TMDLs, CAFOs, development of alternative BMPs, reduction of storm water runoff in highly-developed urban areas, erosion & sedimentation control, land application issues, etc.) and also in air programs (e.g., reduction of greenhouse gasses, carbon sequestration, biocovers on landfills, various odor reduction capabilities, etc). Additionally, the Organics Cluster will strive to transfer the knowledge and technical expertise realized in successful organics management projects and initiatives to other areas where circumstances will allow for similar success. Establishment of comprehensive functional networks of those involved with the various aspects of organic materials management will be a key to successful dissemination of valuable information.

To date, the Organics Cluster has identified primary areas of near-term focus, developed initial draft goals, and succinctly expounded to key members of the U.S. Composting Council (USCC) the Agency's reinforced commitment toward promoting organics recycling. The primary areas that the Cluster will be addressing and promoting in various ways are: recovery/recycling of food and yard wastes; the variety of uses and types of utilization of recovered/recycled organic materials; and, methods of increasing market demand for recovered/recycled organic materials.

Our draft Cluster Goals are to increase food waste recovery in the U.S. from 2.8% to 13.2% by 2008, and to increase yard waste recovery from 56.6% to 69.3% by 2008. This will equate to a combined total increase of 3.6 million tons of food and yard waste recovered in 2008 versus the amount recovered in 2001, a 21.7% increase. Members of the Organics Cluster representing HQ, R4, R5 and R9 met with the USCC's Board of Directors on January 25, 2004, at the 12th annual USCC Conference in Las Vegas. We gave the Board a well-received presentation on the RCC, the Organics Cluster, the GreenScapes Initiative and Region-specific organics projects and activities. The Board signed on to the USCC becoming a Charter Ally in GreenScapes, which is a key tool for achieving objectives of the Organics Cluster. Overall, the active participation at the Conference by the four Organics Cluster members undoubtedly established a very positive step toward strengthening and broadening the relationship between the USCC and EPA.

! ***Industrial Design Cluster:*** Kathleen Vokes of the Office of Pollution Prevention and Toxics (OPPT) is the cluster chair. This cluster plans to partner with leaders in the commercial product supply chain, product designers, and EPA's DfE and Green Chemistry programs to

teach commercial product designers to:

< use greener, less toxic materials; and
< produce products that are easy to disassemble and are able to be recycled.

Industrial designers drive the choices of materials, finishes, colors, functions and assemblage for a wide range of products. This in turn drives demand for chemicals that end up in the waste steam. There are about 15,000 U.S. industrial designers, most work in small firms and design products marketed by large businesses. The partnership intends to bridge risk information gaps between chemicals and materials for commercial product designers; educate and train product designers to use environmental information in design decisions; and recognize individuals who design high-volume products that are environmentally friendly.

The cluster held a number of meetings with industry partners (potential partners include major manufacturers and industrial designers). Partners have concurred on scope of work and have begun to scope Computer Aided Design/Manufacture software improvements to facilitate environmentally conscious design, and enhancement of the Business Week IDEA awards to include a robust environmental component. The partnership has begun workshops for industrial designers, three will be held spring 2004.

! ***Consumer Outreach Projects***:

, OSW has produced and distributed two public service announcements (PSAs) that urge urban African Americans to reduce waste and recycle. The PSAs encourage African Americans to embrace a resource conservation ethic that includes producing, purchasing and using products that are easily recycled and consist of recycled material; and to recycle and reuse products whenever possible. These PSAs have been widely distributed to numerous urban radio stations. Press releases were prepared and released. These PSAs can be found on EPA's RCC website at http://www.epa.gov/epaoswer/osw/conserve/news.htm OSW is planning on producing a third PSA.

, OSW unveiled the ***You Dump It, You Drink It*** campaign (http://www.epa.gov/epaoswer/hazwaste/usedoil/index.htm#ydiydi) on June 18, 2003 at the League of United Latin American Citizens (LULAC) Annual National Convention. This campaign encourages Hispanic consumers and workers in the automotive repair and service industry to properly store, recycle and dispose of used motor oil. The campaign includes a variety of free, printed information materials that are available in both Spanish and English. Promotion of the campaign has been through many venues including: press releases, Hispanic Chamber of Commerce; Printed PSAs, Trade Associations and Exhibits at Conferences. Expanding this outreach campaign, EPA is exploring a partnership with Advance Auto Parts and the Potomac River Basin Commission that will promote responsible used oil management throughout the metro

DC area.

, EPA's "***Make A Difference***" (http://www.epa.gov/epaoswer/education/mad.htm) Campaign is aimed at educating and engaging youths in Grades 7-12 in resource conservation and environmental protection. An integral part of this campaign is a toolkit entitled "Your Life, Your World, Your Choices" which is a collection of outreach materials that encourages teens to make informed decisions in their day-to day lives to help protect the environment. The kit includes: A Collection of Solid Waste Resources on CD-ROM, Reuse + Recycling = Waste Reduction: A Guide for Schools and Groups; Service Learning: Education Beyond the Classroom; The Life Cycle of a CD or DVD Poster; Volunteer for Change: A Guide to Environmental Community Service; You Can Make a Difference: Learn About Careers in Waste Management. EPA launched the campaign at a youth environmental symposium on October 20, 2003 in San Diego. Over 300 Jr and Sr High School students attended the symposium, co-sponsored by the City of San Diego, which featured sessions on air, water and waste issues, environmental stewardship and careers. Materials will also be promoted at national education conferences, through newsletters and the internet.